Home Furnishings Calendar 1951

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

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KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; G - Gardens; HF - Home Furnishings; M - Miscellaneous.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Mar. 15 9:00 A.M.- 11:00 A.M.	BREAKFAST PREVIEW	F. SCHUMACHER	535 MADISON AVENUE
	HF. At a breakfast preview for the press Schumacher's new "Printemps" Collection will be on view. These new prints for 1951 comprise imported English chintz, roller prints and cretonnes; handwoven linens from Peru; an Italian floral print made by a new Swiss photographic process; Swedish modern prints; the latest Williamsburg documentary and many other interesting new fabrics. Publicity: Philip Schuyler, 14 East 28th Street, LE. 2-7800.		
Thursday Mar. 15 9:30 A.M.	PRESS BREAKFAST	MONSANTO CHEMICAL CO.	445 PARK AVENUE
	HF. The Plastics Division of Monsanto Chemical Co. will have a breakfast for the press, by invitation only, on this date, to present Melamine Laminates in furniture. Publicity: Gertrude Bailey, PL. 9-8200.		
Thursday Mar. 15 11:00 A.M. and 4-7 P.M.	PRESS SHOW: FABRICS	CHENEY BROTHERS	509 MADISON AVENUE
	HF. A private preview for the press of Cheney's new collection of Natura hand-printed decorator fabrics will be held at this time. A party for the press and for decorators will take place the same day from 4 to 7 P.M. Both by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Mar. 15 Luncheon	MONTHLY LUNCHEON	HOME FASHIONS LEAGUE	PHILADELPHIA, PA.
	HF. The monthly luncheon of this branch of the League will be held at The Drake. Speakers will be Gloria and Emlen Etting; their subject "Inside 'Inside Europe.'" Publicity: Lucille V. Clarke, The Drake, Philadelphia 2, Pennsylvania.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Mar. 15 12:15 P.M.	PRESS LUNCHEON	GENERAL FOODS CORP.	THE STORK CLUB

F. A luncheon, by invitation only, for the press, radio and home economists, will be held to introduce a brand new Jell-O product - Lemon Pudding and Pie Filling. Hats by Walter Florell in the six famous Jell-O colors will be worn, and a little girl dressed in lemon pie yellow will distribute packages of the new product to the guests. Publicity: Frances Barton, General Foods Corp., 250 Park Ave., EL. 5-5700.

Thursday Mar. 15 7:30 P.M.	LECTURE ON WIRING	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVE.

B. The need for adequate home wiring to carry today's increased load will be the subject of the lecture to be given by Max Parmelee of the Square D Company and James D. Lynett, superintendent of the N.Y. Board of Fire Underwriters. Publicity: Winonah Murphy, JU. 6-2424.

Thursday Mar. 15	OFFICES MOVING	STREET & SMITH PUBLICATIONS	575 MADISON AVE.

M. On this date the offices of all the magazines published by Street & Smith will commence moving to new address above. New telephone:PL.9-2080.

Mar. 15- Mar. 17 — M. OHIO INDUSTRIAL ARTS ASSN., DESHLER WALLICK HOTEL, COLUMBUS, OHIO. CONTACT: MERLE E. LEGGETT, BOARD OF EDUCATION, MEDINA, OHIO.

Mar. 17 — ST. PATRICK'S DAY (SATURDAY).

WEEK BEGINNING MONDAY, MARCH 19, 1951

Monday Mar. 19 7:30 P.M.	TWENTY-FIRST LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

AP. Subject is Publicity and Public Relations, their functions, techniques and how they fit into an advertising campaign. Speaker will be Caroline Hood, Dir. Pub. Rel., Rockefeller Center, Inc. Contact: Mabel Blake, CI. 5-4149.

Mar. 19 — HF. KALAMAZOO HOME BLDRS. ASSN., RECREATION PARK, KALAMAZOO, MICHIGAN. CONTACT: M. DALE OGDEN, 1722 HILLSHIRE DRIVE, KALAMAZOO, 28, MICHIGAN.

Mar. 19- Mar. 22 — M. RADIO ENGINEERING SHOW, INSTITUTE OF RADIO ENGINEERS, WALDORF-ASTORIA. CONTACT: G. W. BAILEY, 1 E. 79TH STREET, NEW YORK 21, N. Y.

Mar. 19- Mar. 23 — F. NATL. CONFERENCE STATE SUPERVISORS HOME ECONOMICS, WASHINGTON, D. C. CONTACT: MRS. ATA LEE, U. S. OFFICE OF EDUCATION, WASHINGTON, D. C.

Monday Mar. 19- Apr. 14	TOURS: HISTORIC HOUSES	HISTORIC CHARLESTON FNDTN.	CHARLESTON, S. C.

HF. A series of four tours to eighteen of the famous private houses of Charleston will be held, Mondays through Fridays and each Sunday except for Easter. For complete information address: Historic Charleston Foundation, 94 Church Street, Charleston, South Carolina.

Tuesday Mar. 20 3:00 P.M.- 7:00 P.M.	PRESS PREVIEW: FURNITURE	WALDRON ASSOCIATES	1230 SECOND AVENUE

HF. A new line of modern furniture designed by Edward D. Stone will be shown to the press by invitation only. It is made by Fulbright Industries, Fayetteville, Arkansas, of which Senator J. W. Fulbright is president. Publicity: Albert M. Leach, Alfred Auerbach Associates, CO. 5-7805.

Mar. 20- Mar. 23 — HF. COLUMBUS FARM AND HOME WEEK, IVES HALL, OHIO STATE UNIV., COLUMBUS, O. CONTACT: I. P. BLAUSER, OHIO STATE UNIVERSITY, COLUMBUS, OHIO.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mar. 23	GOOD FRIDAY.		
Friday Mar. 23 Going on	NEW GROUP OF ROOMS HF. This store will show its new "Pennywise Rooms" to the press on March 23. They will be open to the public on March 26. Publicity: Mrs. Smith, PL. 5-5600.	W. & J. SLOANE	575 FIFTH AVENUE
Mar. 24-Apr. 1	HF. DALLAS HOME SHOW, STATE FAIR GROUND, DALLAS, TEXAS. CONTACT: SUE R. GODFREY, 2109 LIVE OAK, DALLAS, TEXAS.		
Mar. 25	EASTER SUNDAY.		
Mar. 25-Mar. 31	F. HONEY FOR BREAKFAST WEEK. SPONSOR: AM. HONEY INST., COMM. STATE BANK BLDG., MADISON 3, WISCONSIN.		
Mar. 25-Apr. 1	HF. MIAMI HOME SHOW, CITY AUDITORIUM, MIAMI, FLORIDA. CONTACT: C. H. BROOKS, 8426 N.W. 2ND AVENUE, MIAMI, FLORIDA.		

WEEK BEGINNING MONDAY, MARCH 26, 1951

Monday Mar. 26 Just out	REVISED EDITION OF BOOK HF. A completely revised edition of Helen Sprackling's book "Setting Your Table," will appear on this date. New photographs have been added and there are new sections on Bridal Dining, Flower Arrangement and Contemporary Maidless Entertaining. Price $3.95. Publ.: Nedda Casson, MU.3-9379.	M. BARROWS & CO.	114 EAST 32ND STREET
Monday Mar. 26 7:00 P.M.	DINNER FOR MEMBERS HF. A dinner for members and guests at Howard Johnson's Restaurant will be followed by the showing of motion pictures taken in Scandinavia last summer by Melanie Kahane who will act as commentator. A short business meeting for active members only will follow the showing. Contact: Helen Hutchins, EL. 5-3534.	AM. INST. OF DECORATORS	212 WEST 57TH STREET
Monday Mar. 26 7:30 P.M.	TWENTY-SECOND LECTURE AP. Subject of this lecture will be the use of advertising in public relations, Joseph L. Barrett, Pres. N.Y. Chapter, Public Relations Soc. of America, will be the speaker. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 26-Mar. 27	M. NATIONAL PRODUCTION CONFERENCE, AM. MAN. ASSN., WALDORF-ASTORIA, N.Y.C. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Monday Mar. 26-Mar. 29	COPLEY PLAZA ANTIQUES SHOW AF. This antiques show will be open from 1 to 10 P.M. daily and will be held in the Main Ballroom and the Ballroom Foyer. Contact: Dorothy Hazen, Mgr., 660 Madison Avenue, New York 21, N.Y., TE. 8-6830.	NEW YORK ANTIQUES FAIR 660 MADISON AVENUE	COPLEY PLAZA BOSTON, MASS.
Mar. 26-Mar. 31	HF. SPRING 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASS.		
Wednesday Mar. 28 9:30 A.M.-11:30 A.M.	PRESS SHOW: TABLE SETTINGS HF. A showing for the press of table settings for informal entertainment will be held at this time on the 9th floor. Publicity: Elizabeth Ready, Publicity Dept., WI. 7-3300.	LORD & TAYLOR	39TH & 5TH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Mar. 28 5:15 P.M.- 7:00 P.M.	RECEPTION FOR NEW MEMBERS	HOME FASHIONS LEAGUE. INC. 441 MADISON AVENUE	DAN COOPER 30 ROCKEFELLER PL.

M. A reception for new members of the Home Fashions League will be held on this date. Any present member will be admitted without charge but only providing she has sponsored a signed-up new member between January 1 and the day of the party, There will be prizes for those who have sponsored the greatest number of new members - a hat and a bottle of champagne. Contact: Mary Elizabeth Talmadge, MU. 9-5000 or Josephine Brush, PL. 5-2276.

Mar. 28- Mar. 31 — M. NATL. ART EDUCATION ASSOCIATION, HOTEL STATLER, NEW YORK, N.Y. CONTACT: DR. EDWIN ZIEGFELD, COLUMBIA UNIVERSITY, NEW YORK, N.Y.

Mar. 29- Mar. 31 — M. EASTERN ARTS ASSOCIATION, HOTEL STATLER, NEW YORK, N.Y. CONTACT: V. A. ROY, PRATT INST., 251 RIERSON ST., BROOKLYN 5, N.Y.

MAR. 30- Apr. 8 — M. THIRD ANNUAL CALIFORNIA HOBBY SHOW, SHRINE CONV. HALL, LOS ANGELES, CAL. CONTACT: CHET BILLINGS, TABERY CORP., 3443 SO. HILL ST., LOS ANGELES 7.

Mar. 30- Apr. 8 — M. WORLD HOBBY EXPOSITION, THE COLISEUM, CHICAGO, ILLINOIS. CONTACT: CHARLES SNITOW, 331 MADISON AVENUE, NEW YORK 17, N.Y.

Saturday Mar. 31- Apr. 1	EASTERN CONFERENCE	WOMEN'S ADVERTISING CLUBS	WASHINGTON, D. C.

AP. This conference will be held at the Shoreham Hotel. Persons attending are asked not to register until they receive a card from the Chairman, Miss Kay Hanson, as a block of rooms has been reserved. Registration fee of $15 covers all events. Friday, March 30 there will be an early bird session in the evening with the Baltimore Club as hostess. There will be interesting speakers at the Saturday morning sessions which will be followed by a luncheon. In the afternoon Mrs. Truman will receive the clubs at a tea at Blair House and in the evening there will be a costume party to which men guests are invited. Vice President and Mrs. Barkley will review the grand march. On Sunday morning a brunch session will be held to discuss club activities. Contact: Katherine L. Hanson, United Service Association, Inc., Wardman-Park Hotel, Washington, D. C.

Mar. 31- Apr. 8 — HF. WASHINGTON HOME BLDRS. SHOW & HOME FURNISHING FESTIVAL, NATL. GUARD ARMORY WASHINGTON, D.C. CONTACT: JAMES W. PEARSON, 1757 K. ST., WASH., D.C.

Apr. 1- Apr. 4 — HF. CALIFORNIA RETAIL JEWELERS ASSN., PALACE HOTEL, SAN FRANCISCO, CALIF. CONTACT: WILLIAM M. ERB, 46 KEARNEY ST., SAN FRANCISCO, CALIFORNIA.

ADVANCE DATES AND NOTICES

Monday Apr. 2 7:30 P.M.	TWENTY-THIRD LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

AP. Legal pitfalls of advertising and publication will be discussed by George S. McMillan of Bristol-Myers Company. Contact: Mabel Blake, CI. 5-4149.

Apr. 2- Apr. 5 — HF. LANCASTER ANTIQUES SHOW, LANCASTER, PENNSYLVANIA. CONTACT: MRS. M. E. RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Apr. 2- Apr. 12	CARPET FASHION OPENING HF. During the 1951 Carpet Fashion Opening, the Carpet Institute will sponsor two contests: one for outstanding window and interior floor covering displays showing best coordination with the Carpet Fashion Opening, and another for the most original newspaper ads showing best coordination. For complete contest details write to Display Contest or Newspaper Ad Contest, The Carpet Institute, Empire State Bldg., New York 1, N.Y. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.	CARPET INSTITUTE	COUNTRYWIDE
Apr. 3- Apr. 4	AP. DISPLAY EXHIBIT, POINT OF PURCHASE ADV. INST., WALDORF-ASTORIA, N.Y.C. CONTACT: J. KINGSLEY GOULD, EXEC. SECTY., MU. 7-1241.		
Apr. 7- Apr. 11	HF. PITTSBURGH GIFT MART, WILLIAM PENN HOTEL, PITTSBURGH, PENNSYLVANIA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Apr. 7- Apr. 14	F. NATIONAL DONUT WEEK. SPONSOR: NATL. DONUT WEEK COMM., 152 W. 42ND ST., NEW YORK 18, N.Y.		
Apr. 8- Apr. 15	HF. HOUSTON NATL. HOME SHOW, COLISEUM, HOUSTON, TEXAS. CONTACT: I.W. CURRY, 903 BANKERS MORTGAGE BLDG., HOUSTON, TEXAS.		
Monday Apr. 9 7:30 P.M.	TWENTY-FOURTH LECTURE AP. Subject of this lecture will be You and Your Job in Advertising. Veronica Dengel of Personality Unlimited will discuss "Your Best Foot Forward";Dorothy Dignam of N.W. Ayer will speak on "Happy Talk"on Getting the Job. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Apr. 9- Apr. 13	HF. SOUTHWEST FURNITURE MARKET, FAIR PARK BUILDINGS, DALLAS, TEXAS. CONTACT: H. E. DILL, 902 SOUTHLAND LIFE ANNEX, DALLAS, TEXAS.		
Monday Apr. 9- Apr. 14	COUNTRY ANTIQUES FAIR HF. Emphasis will be on the country antique dealers at this fair. Hours: 1 to 11 P.M. daily; closing Saturday at 6 P.M. Contact: The Nuttalls and Dorothy Hazen, mgrs., TE. 8-6830.	NEW YORK ANTIQUES FAIR, INC.	71ST REG. ARMORY
Tuesday Apr. 10 4:00 P.M.- 7:00 P.M.	PRESS OPENING HF. A new type of home furnishings service will be rendered to the retail customer by this shop, the only one of its kind in New York City. Here, under one roof, the customer can see the newest and finest fabrics from all the top fabric houses. A complete interior decorating service is also offered. The shop will be introduced to the press at a Champagne Buffet on this date by invitation only. Directors: Ruth Mack (Mrs. Walter S. Mack, Jr.) and Jean Swanson, PL. 3-2135; Publicity: Felice Maier, 550 Fifth Avenue, PL. 7-6454.	FINE FABRICS & INTERIORS	14 E. 55TH STREET
Wednesday Apr. 11	BRAND NAMES DAY LUNCHEON AND AWARDS M. Nearly 200 retail stores will be considered for top honors in the 3rd annual Brand Name Retailer of the Year awards. Seventeen awards will be made on this date to a store in each one of these categories: alcoholic beverage; children's wear; department stores; electrical appliance; drug; food; furniture stores; gasoline service stations; hardware; jewelry; men's wear; music; shoe; sporting goods; stationery; variety stores; women's specialty shops. Five runners-up in each category will receive certificates of distinction. Contact: Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION 37 WEST 57TH STREET	GRAND BALLROOM HOTEL COMMODORE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Apr. 11- Apr. 21	M. NATIONALLY ADVERTISED BRANDS WEEK IN VARIETY STORES. SPONSOR: CHAIN STORE AGE VARIETY EDITIONS, 185 MADISON AVE., NEW YORK 16.		
Apr. 14- Apr. 18	B:HF. BUILDERS HOME AND FLOWER SHOW, AUDITORIUM, MINNEAPOLIS, MINNESOTA. CONTACT: H. H. CORY, MGR., 1157 N.W. BANK BLDG., MINNEAPOLIA, MINNESOTA.		
Apr. 14- Apr. 20	HF. OKLAHOMA NATL. HOME SHOW, OKLAHOMA CITY, OKLAHOMA. CONTACT: GUS FIELDS, 329 BILTMORE HOTEL, OKLAHOMA CITY, OKLAHOMA.		
Apr. 15- Apr. 19	HF. PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Monday Apr. 16- Apr. 20	13TH ANNUAL ANTIQUES SHOW HF. Seventy-eight antiques exhibitors from twelve states will display at this annual event. Leading exhibitors will include Wylie-on-the-Green, affiliated with Plummers Ltd. of New York. Hours: 1 to 10:30 P.M. daily; closing at 6 P.M. on April 20. Contact: Milton Cottler, 220 Park Street, New Haven, Conn.	NEW HAVEN ANTIQUES SHOW	ARENA NEW HAVEN, CONN.
Apr. 16- Apr. 20	M. TWENTIETH ANNUAL PACKAGING WEEK SPONSOR: AMERICAN MANAGEMENT ASSN., 330 WEST 42ND STREET, NEW YORK 18, N.Y		
Monday Apr. 16- Apr. 28	SLEEP SHOW FOR 1951 HF. The annual Sleep Show promotion will be held throughout the country on these dates. Sponsors: National Association of Bedding Mfrs., Merchandise Mart, Chicago 54, Ill.; National Retail Furniture Assn., 666 Lake Shore Drive, Chicago 11, Ill.; National Retail Dry Goods Assn., 100 West 31st Street, New York 1, N. Y.	BEDDING & FURN. ASSNS.	COUNTRYWIDE
Tuesday Apr. 17 6:30 P.M.	COCKTAILS AND AWARDS DINNER E. The Sixth Annual Lewis & Conger Home Safety Awards Dinner will be held on this date. At this time awards will be made to the manufacturers who have turned out the safest new appliances for the home during 1950. By invitation only to the press, radio and so forth. Cocktails at 6:30; dinner at 7:15. Informal dress. A few additional tickets at $10 each are available. Publicity: Herbert Askwith, Lewis & Conger, VA. 6-2200.	LEWIS & CONGER 45TH & SIXTH AVE.	STARLIGHT ROOF WALDORF-ASTORIA
Apr. 17- Apr. 20	M. NATL. PACKAGING EXPOSITION, AUDITORIUM, ATLANTIC CITY, NEW JERSEY. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Wednesday Apr. 18 Just out	TWO BOOKS ON DECORATION HF. Sherrill Whiton's "Elements of Interior Design and Decoration" has been brought up to date with twenty-five percent new material. Extensively illustrated, $7.50. Lois and William Katzenbach's "The Practical Book of American Wallpaper", $10, covers the recent history of wallpaper in this country and shows the use of all types of wallpaper. Publicity: Stanley Chambers, J. B. Lippincott Company, E. Washington Square, Philadelphia, Pa.	J. B. LIPPINCOTT CO.	PHILADELPHIA, PA.
APR. 19- Apr. 26	HF. JAMESTOWN SPRING FURNITURE MARKET, FURN. MFRS. BLDG., JAMESTOWN, N.Y. CONTACT: PAUL E. DENNEY, FURN. MFRS. BUILDING, JAMESTOWN, N.Y.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Apr. 20- Apr. 29	HF. INDIANAPOLIS HOME SHOW, INDIANAPOLIS, INDIANA. CONTACT: J. FRANK CANTWELL, 1456 NO. DELAWARE STREET, INDIANAPOLIS, IND.		
Apr. 21-22	M. FIRST PART OF PASSOVER.		
Apr. 21- Apr. 28	B:HF. GREATER READING HOME & BUILDING SHOW, FAIR GROUNDS, READING, PA. CONTACT: CLARENCE L. EBBERT, 22 NO. FIFTH STREET, READING, PENNSYLVANIA.		
Apr. 22- Apr. 26	HF. ANNUAL MEETING AMERICAN CERAMIC SOCIETY, PALMER HOUSE, CHICAGO, ILL. CONTACT: CHARLES S. PEARCE, 2525 NO. HIGH STREET, COLUMBUS 2, OHIO.		
Apr. 22- Apr. 28	F. NATIONAL RICE WEEK. SPONSOR: BEAUMONT CHAMBER OF COMMERCE, BEAUMONT, TEXAS.		
Apr. 23- Apr. 28	B:HF. FOURTH ANNUAL BETTER HOMES EXP., WEST END AVE. ARMORY, BINGHAMPTON, N.Y. CONTACT: ROBERT T. ALLEN, HOTEL BINGHAM, BINGHAMPTON, N.Y.		
Apr. 27-28	M. SECOND PART OF PASSOVER.		
Monday Apr. 30- May 4	TWENTIETH ANNIVERSARY CONFERENCE & EXHIBIT HF. Open to all decorators and members of allied professions and trades, this year's conference has as its theme "Interior Decoration Comes of Age." A stimulating program has been planned for April 30, May 1-2. The Trade Exhibit will continue through May 4 and will be held in the Civic Auditorium where it will be open to the public on May 3 and 4. A series of rooms designed by members for Grand Rapids furniture manufacturers will be on view at the Grand Rapids Furniture Museum, as well as photographic displays. Information and reservations: Natl. A.I.D. Headquarters, 41 East 57th Street, New York 22, N.Y.; Publicity: Albert M. Leach, Alfred Auerbach Assoc., CO. 5-7805.	AMERICAN INSTITUTE OF DECORATORS	PANTLIND HOTEL GRAND RAPIDS, MICH.

MUSEUM, GALLERY & GARDEN NEWS

Friday Mar. 16- Apr. 29	75TH ANNIVERSARY EXHIBIT HF. Paintings and sculpture by 75 artists associated with the Art Students League of N.Y. from its early days to the present will go on display. Publicity: Lillian Greene, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Monday Mar. 19- 10:00 A.M.- 5:00 P.M. May 20	PRESS PREVIEW OF PRINTS M. A press preview will be held of the 5th National Print Annual exhibition. The exhibition will open to the public on Wednesday, March 21. Every section of the country is represented with prints from more than 30 states. About 600 artists sent examples of their work. Publicity: John Gordon, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Monday Mar. 19 8:30 P.M.	SYMPOSIUM B:HF. How to combine architecture, painting and sculpture will be the subject of a symposium on this date. Open to members and non-members. Tickets, $1.80 for members; $2.40 for others. A distinguished panel will conduct the program. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS (Cont'd)

Monday Apr. 16- Apr. 20	1ST ANNUAL FLOWER SHOW G. New Haven's first Flower Show, which is to be an annual event, will feature the theme of "Our Heritage." Garden Clubs of Southern Connecticut will set up rooms in antique decor with flower arrangements. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut, and Mrs. Franklin Swift, Woodbridge, Connecticut.	NEW HAVEN ARENA	NEW HAVEN, CONN.
Apr. 16- Apr. 22	G. NATIONAL GARDEN WEEK. CONTACT: GENERAL FEDERATION OF WOMEN'S CLUBS, 1734 N. ST., N.W., WASH.,D.C.		
Wednesday Apr. 18- June 9	MASK EXHIBIT M. An exceptional display of masks collected from all ages and all parts of the world will go on view under the title "False Faces." Ceremonial, religious, life, death, theatrical, dance and festival masks made of leather, wood, porcelain, papier mache, plaster and linen will be shown. Hours: 10 A.M. to 5 P.M. Mon. through Sat.; until 9:30 P.M. Tues. and Thurs. up to Apr. 30. (Closed Sat. after June 1). Admission free. Contact: Calvin S. Hathaway, Alleine E. Dodge and Everett P. Lesley, Jr., AL. 4-6300.	COOPER UNION MUSEUM	COOPER SQUARE
Tuesday Mar. 27- 2:00 P.M.- 5:00 P.M. May 27	PRESS PREVIEW HF. A press preview of the winning designs in the lamp competition sponsored jointly by the Museum of Modern Art and the Heifetz Co. will be held on this date. The winners will go on sale March 28 in stores throughout the country. Publicity for the Museum, Betty Chamberlain, CI. 5-8900; Publicity for the Heifetz Co., Hilda Kassell, PL. 9-2917.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

EDITORIAL REQUIREMENTS

For The Newark Star-Ledger, 217 Halsey Street, Newark, N.J.

Pictures and copy dealing with new products available in Newark; how-to-do stories concerning the home and ideas on how to conserve home furnishings are desired for a Sunday home page which started March 11. Address: Sue Gardner, editor Sunday home page.

PERSONNEL CHANGES AND ADDITIONS

Living for Young Homemakers, 122 East 42nd Street, New York 17, N.Y.

Florence Phillips has left this magazine to act as assistant to Jane Buck at Carl Byoir & Assoc., Inc.

China, Glass & Decorative Accessories, Room 855, 200 Fifth Ave., N.Y.C.

Donald Doctorow, formerly associate editor of this publication and of Picture & Gift Journal, will replace Howard von Elling as editor during the latter's leave of absence while on active duty with the Air Force.

Brides Magazine, 527 Fifth Avenue, New York 17, N.Y.

Wells Drorbaugh, Jr. is taking Alice Rydell's place as Director of Merchandising Service on this magazine.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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